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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91213057
Party	Plaintiff Hybrid Athletics, LLC
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Date	02/26/2016
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

HYBRID ATHLETICS, LLC,	:	
	:	
Opposer,	:	Opposition No. 91213057
	:	
v.	:	
	:	
HYLETE LLC,	:	
	:	
Applicant.	:	

OPPOSER'S NOTICE OF FILING ORLANDO TRIAL TESTIMONY

REDACTED VERSION - PART 3 CONTENTS:

Exhibit 2, Parts 9 – 16 of 16

Respectfully submitted,

HYBRID ATHLETICS, LLC

February 26, 2016

/s/ Michael J. Kosma

Michael J. Kosma

Christina L. Winsor

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ATTORNEYS FOR OPPOSER

GOLD STANDARD

SEE HOW YOU MEASURE UP WITH CROSSFIT'S BRUTAL BENCHMARK WOD

BY ROB ORLANDO

Ask any CrossFitter about the first time he tried "Murph," "Fight Gone Bad," or "Linda," and it's guaranteed he'll have a story to tell. These are some of the most notoriously brutal benchmark Workouts of the Day (WOD), the standard by which all other WODs are measured. But within that elite group of WODs, one stands above all others: "Fran."

Fran is recognized as THE benchmark because even though many CrossFit workouts don't look like much on paper, Fran is especially deceptive. A 95-pound barbell is pretty light, and pullups just take practice. But after two minutes, even elite athletes hit a wall, struggling to maintain speed and intensity.

The key to approaching Fran is to proceed with caution. Drop the weight down to 65 pounds and perform assisted pullups if you have to. If you think 90 total reps is a piece of cake and attack it full bore, you'll have extreme soreness at best, and rhabdomyolysis—a life-threatening condition where broken-down muscle tissue can actually poison your blood—at worst.

If you're already conditioned to CrossFit's high-intensity functional movements, by all means hit Fran like a freight train. In high-power, short-duration workouts, athletes must outrun fatigue. Fran is similar to an 800-meter sprint: It will push you to your anaerobic threshold and beyond. Fran can be completed in less than two minutes by top CrossFitters. Try to get through the round of 21 without dropping the barbell or breaking up the pullups. Kipping pullups (which utilize momentum) will also help.

The round of 15 is where the lungs, legs, and forearms burn and you realize you're in a serious fight. Experienced CrossFit athletes can push through the pain and complete unbroken sets. If you have to chop up sets, try to keep the rest time short.



ROB ORLANDO

Orlando is the owner of Hybrid Athletics in Stamford, CT, which specializes in combining CrossFit and strongman training.

For more information, check out crossfit.com

Finish strong and write down your time. People are going to ask.

The Workout

FRAN: Three rounds for time

EXERCISE	REPS
Barbell Thrusters*	21, 15, 9
Pullups	21, 15, 9

(Men use 95 pounds on the thruster, women use 65.)

*Perform a front squat, then use your momentum to press the bar overhead.

EXHIBIT 12

**THE
OLYMPIA
ISSUE**

**ULTIMATE MASS-BUILDING MEAL PLAN
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SEPTEMBER 2011

HYBRID000069

EDITOR'S LETTER



A few weeks ago, I fired up *Pumping Iron* on my DVD player. There really isn't another film about bodybuilding or anything else in fitness that comes close to hitting the mark set by this 1977 classic. The movie's directors set out to make a documentary covering the men competing for the 1975 Mr. Olympia title but ended up with something a little closer to reality television.

Arnold Schwarzenegger played the

heel—a guy willing to steer his friend Franco Columbu in the wrong direction and wage game-day psychological warfare against an overmatched Lou Ferrigno in order to win. The directors also turned the audience against Ken Waller by staging an incident where Waller allegedly hid a T-shirt belonging to gentle giant Mike Katz, a nice-guy father of two. Say what you will about the veracity of the plot lines—there's no denying the effect that the physiques and personalities featured in *Pumping Iron* had on bringing bodybuilding to the mainstream audience.

This month's issue is dedicated to Olympia Weekend—the Super Bowl of muscle. On the cover we've got Flex Lewis, one of the top contenders in the 202-pound class. With a win at the British Grand Prix and a second-place finish at the New York Pro, Flex is making a run at the Olympia's 202 showdown after taking last year off to put on more muscle. We also have a complete workout guide based on the programs used by Mr. Olympia winners. Want to build Ronnie Coleman's chest? Jay Cutler's quads? How about Arnold's biceps? You may not raise a Sandow overhead anytime soon, but if you want to train like a champion, we've got you covered.

Seth Kelly

SETH KELLY, Editorial Director



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THE EDGE TRAINING

Rob Orlando is on a mission to make Atlas stone training mainstream.

ROB ORLANDO
CROSSING OVER

TIME TO GET STONED

BY ROB ORLANDO

ATLAS STONE TRAINING ISN'T JUST FOR STRONGMEN

Bodybuilders are judged on three criteria: size, symmetry, and proportion. After all, what good is 300 pounds of beef if there's no balance? Conversely, who wants to be perfectly balanced at 100 pounds? Blending these three characteristics is of the utmost importance when it comes to stepping on stage.

Atlas stones would be a great complement to any bodybuilder's training, providing a new stimulus to the posterior chain—the muscles on the rear of the body that are often underdeveloped. One thing you'll notice about strongmen is the depth and thickness of the musculature of their lumbar and thoracic region. This comes

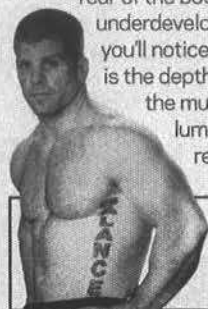
from years of deadlifting, hyperextensions, farmer's walks, and Atlas stone lifting.

The deadlift is still the ultimate mass builder—and Atlas stone training is a perfect complement.

THE WORKOUT

This workout is for an athlete weighing about 210 pounds, who can lift a stone equal to his body weight to his shoulder for reps.

- 175-lb stone to the shoulder every 15 seconds for 3 minutes—rest 1 minute
- 215-lb stone to the shoulder every 30 seconds for 3 minutes—rest 1 minute
- 245-lb stone to the shoulder every 45 seconds for 3 minutes—rest 1 minute
- 265-lb stone to the shoulder every 60 seconds for 3 minutes



ROB ORLANDO, COURTESY OF ROB ORLANDO

ROB ORLANDO is the owner and head trainer of Hybrid Athletics in Stamford, CT. For Orlando's instructions on how to build your own Atlas stones, go to muscleandfitness.com. To purchase Atlas stone molds, go to hybridathletics.net.

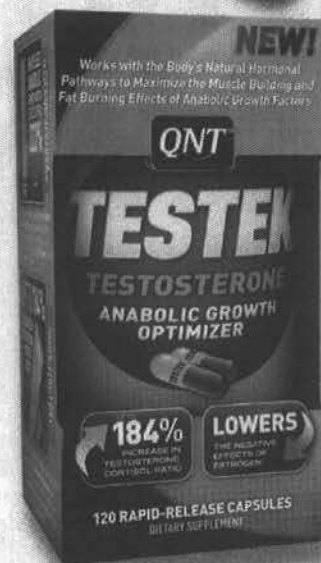
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HYBRID000071

EXHIBIT 13



Rob Orlando 300x3

CrossFit®
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82,559

Audio

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http://youtu.be/IVxSuazburY

Start at: 0:12

Uploaded on Jul 28, 2010

Rob Orlando clean and jerk's 300lbs x3 at the 2010 Northeast Regional Qualifier. Athletes had to establish a max 3 rep clean and jerk within 40 seconds. Video by Agan Easter

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ALL COMMENTS (87)

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Top comments

gatorbaits7 · 2 years ago · [Pin up to training photo](#)
skinny bumper plates are about twice as expensive it's really not that hilarious

Comments are disabled for this video

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-  **CrossFit - Questions for Rob Orlando** by CrossFit® · 32,382 views · 6:20
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-  **Lucas Parker's Training SECRET!** by WODtv · Recommended for you · 6:42

Shawshank Cleanup 4 years ago
awesome



floormoo 4 years ago
You guys are awesome



sheercaun 5 years ago
BULLSHIT THATS NOT REAL WEIGHT



ke42aurn 4 years ago in reply to ke42aurn
@ke42aurn Lu Yong 85kg body weight does 214 kg 471 pounds. I estimated his body weight. You're missing the big picture. The point still remains his weak garbage.



wisdometernal 3 years ago
Now THIS guy makes me respect what Crossfit can be. Not these jannies in my gym doing Cleans with 150# and pullups by swinging their body five feet away from the bar to create enough momentum to float up to chin level and calling it "kipping". THIS man makes Crossfit respectable.



BreakingPolicy 2 years ago
I love how big their plates are its hilarious



EndersaurusRex 2 years ago
Why are people critiquing his technique? He keeps relatively solid form and the only complaint would be the "press" instead of "jerk" (unless you're going to delve into tiny nuances that even a solid lifter doesn't always do). He's strong and did well.



intstfnss 3 years ago
Well, I know a decent amount of Rob's athletic career... And, when Rob competed as a Lightweight Strongman he was clean and pressing over 365 on a 2 inch axle. Which for a lighter guy, is top notch. He also has a video of him pressing a 300 axle out of a rack for 10 reps. Yeah, he would win the Olympics, but for a guy weighing 185, who runs a 5 and a chance minute mile, and with all of the other cardio he does, a 300x3 C&J is pretty World Class!



Satanicstlupis 2 years ago in reply to acChuck
FYI in actual Olympic weightlifting competition HOW the weight gets overhead is of the most importance. Pressing will not get passed by judges. Clean & Press \neq Clean & Jerk. Rob Orlando is still strong as hell though.



James Jowly 1 year ago
Obviously a lot of people can do this weight but u have to take in to consideration that crossfit athletes are over all good at everything



srob522 3 years ago
Ninice



justjoshin2006 3 years ago
BEAST



EndersaurusRex 2 years ago in reply to magicapicnot
@magicapicnot No. A legal jerk has the elbows locked in one smooth motion. He had to finish the movement each time with a press out, otherwise known as a "push press".



Nemo Dank 4 years ago
monster



Idq2570 4 years ago in reply to ke42aurn
@ke42aurn 50 lbs less would be a 69 kg lifter (Orlando weighs 195 lbs). The record is 193 kg (about 434 lbs -- meaning one man did it in 2003). Where is this land you come from where 145 lbs men C&J 480 lbs?



codyjiblood 4 years ago
damn this guy is fucking beast!



CrazyAssault 4 years ago in reply to cawadi
@azambu no no steroids dummy but its funny everytime you see someone strong its steroids.



Rob O from Hybrid Athletics
by Rob Orlando
17,533 views



CrossFit Games 2010 Adidas Commercial
by CrossFit Europe
2,647,359 views



What is Crossfit?
by BioScienceLife
3,830,532 views



CrossFit Total Control Twin Challenge
May 20, 2011 Jacksonville Beach
by cawadi1988
74,249 views



17 year-old girl outperforms professional athletes
by Bergen Performance Center
3,823,044 views



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HYBRID0000639

 [@SamuelLeeM](#) · 1 year ago · 4 replies · 35 views · 1 reply
from a car accident... at 18 last year i did 33x3 just havent lifted in a long while i just dont see why this was such a big deal. i dont know a guy that threw discus who is injured is a fool or douche?

 [@CherOneddy](#) · 1 year ago · 1 reply · 10 views · 1 reply
well, really a Power Clean & Jerk. Even more impressive

Show more

EXHIBIT 14



CrossFit - Questions for Rob Orlando

CrossFit   587,438

+ Add to                                           

10:12:55 - 3 years ago · in reply to @MrSteppinwolfe



@MrSteppinwolfe · yeah well but that's pretty much it
it was a joke. it was pretty obvious



skatman05 · 1 year ago · in reply to SIMPLExJACKATTACK

workbird · 1 year ago · in reply to @capsave



Hi cap! What CrossFit workouts work on hamstrings? Thanks!

Luis Espinoza · 2 years ago · in reply to @capsave



@capsave Are you qualified to seek out for "specific training programming" advice?? STFU moron

skatman05 · 1 year ago



lifting heavy all the time is so important. he decided to say the same exact thing twice in a row

nuvnu08 · 3 years ago · in reply to MrSteppinwolfe



@MrSteppinwolfe what is wrong with that exactly? I'm not taking a swipe at you. I just want to know why you disagree

Luis Espinoza · 2 years ago · in reply to Julie Caro



@captainjose and you made it to the games at 35 too??? Show me some results bruh!

Insbruid · 2 years ago



People seek answers with structure, limitations, & sophistication- this is why they're baffled. Rob's "program" is based on variables and no popular trends of exercise or brand of food. Compare this to the myriad of specialists & institutions we acquire our data & certifications he seems too crude to be true. Realistically, Rob's inspirations came first. A reason laborers & blue-collars are innately strong. "Pick shit up."

capsave · 3 years ago



In order to get stronger and be the best in a sport it's imperative to follow a strength program. When it comes to the sport of Weightlifting (Olympic lifting) you aren't going to messal without a program. The Russians advanced the sport light years ahead of us and they follow multi year programs. Rob Orlando is a strong guy and had paid his dues. He's not someone to seek out for specific training programming if you want to take it to the highest levels.

SIMPLExJACKATTACK · 1 year ago · in reply to skatman05



if you actually noticed the video played itself in the beginning

Juan Esparragoza · 3 years ago



this guy is awesome

Josue Carro · 2 years ago · in reply to Luis Espinoza



@Luisespinoza Actually I am. I'm a Weightlifting coach at CrossFit Camarillo and opening up a weightlifting strength center developing weightlifting talent. I'm sure you're a nice person and if you were to meet with me in person you wouldn't say that to me. Peace my friend.

capsave · 2 years ago · in reply to Luis Espinoza



@Luisespinoza I'm not a CrossFitter. I'm a competitive Weightlifter. Sorry about the confusion. I just teach the sport for CrossFitters where I live. You can check out my videos if you'd like of my lifts. I'm 7Thgbs = 170lbs. Peace

Quartermaster9 · 1 year ago



heavy all the time. hahaha good answer

capsave · 1 year ago · in reply to workbird



Hi there workbird. Don't know what crossfit workouts work on hams since I don't teach or do crossfit but power cleans work. tremendous amount of hams

MrSteppinwolfe · 3 years ago



I stopped watching after he said "pick up heavy stuff" put it over your head and do it all the time" Yeah sure

Salman Mahimkar · 1 year ago



if you dudes need to get ripped much faster without spending a single another minute in the gym. then you really want to look closely this video tutorial COOK46.COM I want to gorge myself on gorgeous women



CrossFit Training Program Review

@hodgewins

by TuentMusicVortex04

151,564 views

328



CrossFit - "Elite Nutrition" by Jeremy Mullins

by CrossFit8

46,502 views

1423



CrossFit - Rob Orlando on WOD 111210

by CrossFit8

26,747 views

1143



CrossFit is the One and Only Son of God

by strength.amp

238,201 views

329



CrossFit - WOD 120712 Demo with Rob Orlando and Katie Hogan

by CrossFit8

36,873 views

855

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HYBRID000595



mada huryan

They laughed when I told them I was going to bulk up with Mega Muscle Method, but then they saw the results. Do a search on google for Mega Muscle Method to see their reaction. (You should see their shock!)



Language: English

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HYBRID000596

EXHIBIT 15



0:00 / 2:25

Rob Orlando's Bear Complex at 200 lbs.

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Start at 0:00

Uploaded on Sep 14, 2011
Originally published April 18, 2010

ALL COMMENTS (54)



eliam ynd 10/24/11

Top comments



10/24/11


Modified Bear using a Squat Clean instead of a Power Clean, pause Front Squat

Still requires a lot of strength but a bit easier than the Full Bear

Reply

- CrossFit Games - Sixth for Spial**
By CrossFit®
113,120 views
- CrossFit - Matt Chan and Westside Barbell Programming**
By CrossFit®
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By To Lamsen
- RossFit**
By CrossFit®
107,234 views
- "Air Force" CrossFit WOD - CrossFit One World**
By James
113,545 views

HYBRID0000652


- 

WitMighty

2 months ago

Beautiful

14


Reply
- 

Julio Guevara

1 year ago

When I grow up I want to be just like Rob!

2

Reply
- 


Theron Hoedel

11 months ago

That's awesome and motivating. I did the complex yesterday and wanted die afterwards and I only went up to 125# (failed at 135# after 5 reps/rounds).

18

47

Reply
- 


capomani

11 months ago

That'll make you sweat.

16

41

Reply
- 


Rory McDaniel

2 years ago

diggin the marley

16

41

Reply
- 


muggintish

1 year ago

if you look closely, you'll realise he's actually a bear wearing human skin over

16

41

Reply
- 


Brandon Jackson

1 year ago

I did 315

16

41

Reply
- 


leo pena

2 years ago

Fuckin beast!

16

41

Reply
- 


Cameron Wylie

2 years ago

Says who? And in what context?

16

41

Reply
- 


longie12

1 year ago

monster

16

41

Reply
- 


beenerstones

1 year ago

That's crazy, great job

16

41

Reply
- 


highland2nd

2 years ago

We call these man makers id I like Bear Complex more

16

41

Reply
- 


Rafael Villanueva

2 years ago

At the Crossfit gym I go to, the trainer emphasized you can only combine to movements at one time. I guess it's different everywhere

16

41

Reply
- 


SublimeDD

1 year ago

Troll? You would know if I were trolling. I was just asking what you meant by "why don't you" ... chill dude

16

41

Reply
- 


jake helmer

2 years ago

In crossfit terms how much weight is that? 88lbs?

16

41

Reply
- 


XaProHighSeraX

2 years ago

well done sir

16

41

Reply
- 


Luke Btz

1 year ago

Bob Marley

16

41

Reply
- 

SublimeDD

1 year ago

16

41

Reply

- 

Why are Crossfitters So Jacked?

by [strongcamp](#)

879,565 views
- 

Team of Champions: The Story of the CrossFit Invitational

by [CrossFit](#)

71,655 views
- 

Getting Complex N' Intense at California Strength

by [CaliforniaStrength](#)

98,101 views
- 

CrossFit - Meet Christmas Abbott

by [CrossFit](#)

481,453 views
- 

Donny Shankle is Bigger Than You - 200kg PR Hang Clean

by [CaliforniaStrength](#)

1,916,137 views
- SHOW MORE
- HYBRID0000653

You want what in your account?



Rafael Villanueva · 2 years ago
Is it me or is he combining the clean squat and shoulder press all as one. I thought you can't combine more than two movements at one time.

Show more

YouTube



Language: English

Country: Worldwide

Safety: Off

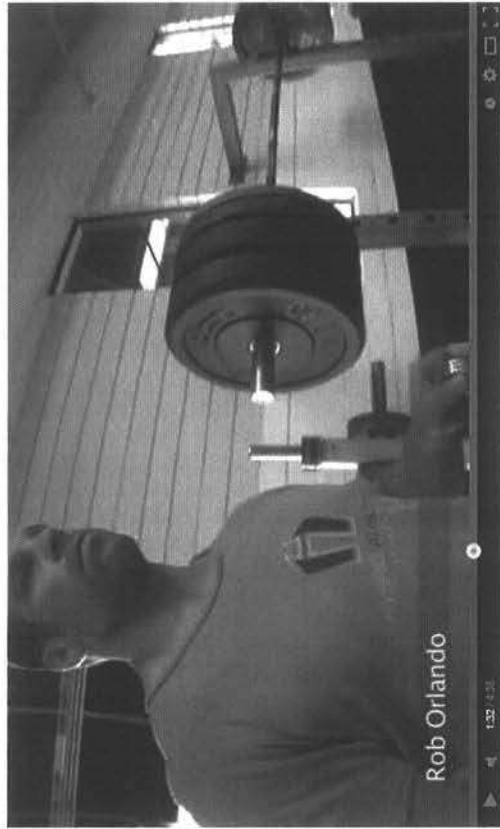
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Terms Privacy Policy & Safety Send feedback Try something new!

https://www.youtube.com/watch?v=JQhOReuclSw Sat Oct 28 2014 13:38:53 GMT-0500 (Eastern Standard Time)

EXHIBIT 16



CrossFit - Back Squat Insights with David Millar, Rob Orlando, and Dave Lipson

CrossFit 92,315 views

92,315 views

Share Embed Email

http://youtu.be/_ImpUTcUtmM

Start at 1:32

Uploaded on Sep 21, 2011

Standard YouTube License

ALL COMMENTS (32)


Share Your Thoughts

Top comments

angel munoz 3 months ago
Is that the boxer bar????

Scaweskillia 3 months ago
if rather lift 225 for reps than 4 plates with a superbly bar from like these guys

- CrossFit - Matt Chan and Westside Barbell Programming**
By CrossFit 286 views
- CrossFit - Gaining Strength with Dave Lipson and Nadia Shatila**
By CrossFit 47,750 views
- CrossFit - Jason Khalipa Learns the Backflip with Carl Paoli**
By CrossFit 6,648 views
- CrossFit - WOD 120112 Demo with Dave Lipson**
By CrossFit 16,331 views
- CrossFit's Cutest Couple**
By Sean Blyth 7,227 views
- Rob Orlando, Deadlift**
By George Street 72,750 views
- Heavy Singles and Back Squats on the CNIC**
By CaliforniaStrength 126,786 views
- Scott Panchik's Training: CrossFit's 4th Overall Male**
By STAGN 3,271 views
- CFJ Starrett Solving Knee Problems 1mov - Manchester Personal Trainer**
By Sean Murray 87,610 views
- Rob Orlando 3-2-1 WOD**
By George Street 13,266 views
- Rob Orlando**
By SpeedDream 325 views
- Mark Rippetoe: Fixing the Squat: Hip Drive**
By Tim Dwyer 816,820 views
- 2014 Reebok CrossFit Games [Men's Overhead Squat] Rich Froning**
By TimLapine Productions 73,938 views
- RossFit**
By CrossFit 107,234 views
- CrossFit Squat**
By Rob Oro 1,833,565 views




Jeff Hoffmann

4 months ago

Bad form. Period. If you want to keep a good form and be safe, reduce the load. Where's the problem? No good technique, no sense

Reply

2




Draconior87

10 months ago

Bad form. Period. If you want to keep a good form and be safe, reduce the load. Where's the problem? No good technique, no sense

Reply

1




Grant Willingham

1 year ago

rob olondos a beast, mmm hard

Reply

1



Matthew Riskey


1 year ago

is it me or was that form just awful? there hips rolled under during their squats, some call it the "butt wink"

Reply

1

View 1 reply




Marco alberto alonso

2 years ago

I got scared! I want do it wio a spoler

Reply

1




Herri Mewett

2 years ago

hipsters workout

in reply to pwned0




88victorious

2 years ago

You should really keep that chin in the whole way up and down to prevent worsening the curve in your upper spine

Reply

1




Cameron Wylie

1 year ago

in reply to Marco alberto alonso

Do you have access to a power rack with arms or pins?




Joe Willis

1 year ago

I don't understand all this talking about training, surely you just get in there and do what feels right for your body. You know if you worked hard enough and hit the spots you want to hit. Training is quite a personal thing and you need to find what works for you. That's why Roba just a bit like what when he asks him about the jump, he's like why does it matter? I know what weights I can lift and what I'm waiting for what's the point in waiting around and being too specific

Reply

1




Kaeppa Mewett

2 years ago

in reply to pwned0

I just watched your videos too. LOWER PHAGGOT.




mimack8

1 year ago

in reply to mimack8

it wasn't that crazy, and fuck your fat brother, clever new way of sparring though.




Andre Blanc

1 year ago

in reply to Sam McInniff

P.S. His girlfriend is Camille LeBlanc Bazziet. The most gorgeous female crosslifter in the games. Lipson is a stud and a good man.




Bursifir3

1 year ago

Crossfit, not even once...

Reply

1




Jevonf0

2 years ago

in reply to Kaeppa Mewett

dude, do you even lift?




Krisbert219

2 years ago

So Sck!!

Reply

1



Stephenwkey

1 year ago

in reply to Andre Blanc

"wife"



High Bar Back Squat (HBBS) Coaching Cues - CrossFit Ireland

by CrossFitIreland

36,251 views



CrossFit - Press Workout with Rob Orlando

by CrossFitRob

238,629 views



How To Overhead Squat and Top 3 Mobility Drills For OHS - TechniqueWOD

by Benoit Shuggett

120,670 views



CrossFit - WOD 120712 Demo with Rob Orlando and Katie Hogan

by CrossFitRob

39,973 views



CrossFit - Dave Lipson and Rich Froning Jr on Affiliation

by CrossFitRob

25,649 views

SHOW MORE

HYBRID000568

- 

topstep

2 years ago

I did this today and failed at 175. I'm so lame
- 

Reckful Baker

1 year ago

84 up 12 600 sigs
Just no
- 

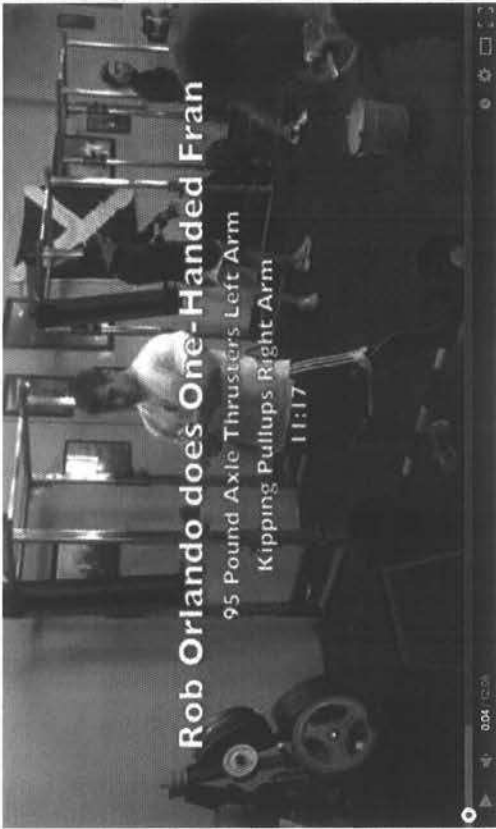
karateassw37

2 years ago


wooooo. I feel weak as a bitch now lol I can only max out at 225 squatting

Show more

EXHIBIT 17



CrossFit - One Arm "Fran" by Rob Orlando



CrossFit®  \$37.48

201.554

201.554

Uploaded on Sep 30, 2011

21:15:9

Thrusters (92#)

ALL COMMENTS (191)

- 

Jay Krick 3 months ago

I hate when people say strict pull ups. I'm pretty sure its just a pull up. Crossfit wants to name it strict so it'll seem legit. No. No. Don't do that. And his kipping pull up looks like he's running going up. Man. idk what's up with all these crazy workouts.

Reply 3
- 

PhenomenalDadPhenomenon 3 months ago

STHENICS 4 months ago

+Ryan Yang if you're being honest good for you. Rock those reps! But, you're atypical in CF realm. It's likely that you already know this. Please quit pretending that you're the norm.

Reply 3
- View all 8 replies

- 

2010 CrossFit Games - Men's Event 1 Final Heat

by CrossFit®

253,845 views
- 

CrossFit - UFC Fan Expo Men's Dummy Carry Toe-to-Bar

by CrossFit®

141,576 views
- 

CrossFit - CrossFit Games Behind the Scenes - 2011: Part 5

by CrossFit®

102,444 views
- 

CrossFit - King Kong with Walls at the Arnold

by CrossFit®

70,472 views
- 

Rob Orlando: Deadlift

by George Street

72,736 views
- 

US Navy Seal Training, start to end. Can you do it?

by US Military Videos & Photos

2,364,176 views
- 

Dmitry Klokov - CrossFit King of Prussia

by Jovante Haza

357,339 views
- 

SEALFIT - EVO8

by Royal Fitness

56,581 views
- 

Khalipa & Maddox Battle Fronting

by Jason Khalipa

256,910 views
- 

"Air Force" CrossFit WOD - CrossFit One World

by Jomgo

113,646 views
- 

7.2.13 Project Mayhem - Training when you don't want to.

by CF Project Mayhem

50,656 views
- 

CrossFit - WORKOUT FROM HELLI (Chris Spealler and Jason Khalipa)

by EliteSquads Photos

656,776 views
- 

How To Measure Body Fat

by prapichay

451,725 views
- 

"How to get stronger" - Rob Orlando

by Jentonic

84,653 views
- 

The Muscle Up with Jason Khalipa

by Jason Khalipa

202,272 views

Reply 10 7
Ryan Yang 4 months ago
+STHENICS Look, I can only speak what I see. I can't speak for the entire community, but at least at the box where I train people take strength very seriously. We have dedicated strength sessions every week. Kipping techniques are only used when there is a benchmark workout.

Reply 1 10 7

sergio1847 5 months ago
how much weight those discs?? and how much weight the bar?? and are those ROGUE equipment??

Reply 10 7

Ryan Yang 5 months ago
\$5k means 95 lb.

Reply 1 10 7

sergio1847 4 months ago
uh ok. I was confused with the kilos and lbs thing. Thanks :)

Reply 10 7

Travis Sisco 1 year ago
I give props to this guy. I could not do the amount of pull-ups (kipping or not) that he did. And to the people who are always saying kipping cheating and its bad form, well the only thing with that is the whole reason people started doing pull-ups were to train their muscles to do a pull-up when a life event occurred, whether that be falling and catching yourself then pulling yourself up or climbing to something. You don't think about form in life circumstances and that is what crossfit is about preparing you for anything.

Reply 5 10 7

Ian 1 month ago
yeah prepare you for a serious injury

Reply 10 7

Sev TheBest 5 months ago
Fuck the crossfit haters you guys are all just jealous and this is just for fun I would never do barbell lifts with one hand cause thats not what crossfit is

2 10 7

azerni2u2 5 months ago
do you hate crossfit? Its better than sitting there typing no doubt!

10 7

PhenomenaDaPhenomenon 9 months ago
I hate when people say strict pull ups. I'm pretty sure its just a pull up. Crossfit wants to name it strict so it'll seem legit. No. Don't do that. And his kipping pull up looks like he's running going up. Man.....idk what's up with all these crazy workouts.

Reply 10 7

Ian Marabotto 1 year ago
crossfit name everything its such shit. This guy is strong no doubt but shouldn't give Crossfit (a money-making fitness trend) the credit for what he does? His one arm pull ups aren't legit because he swings too much and is not relying on pure arm tendon and muscle strength. nevertheless, he is a good athlete but again, these athletes that were strong already before "crossfit" came along, should not give crossfit the credit.

Reply 4 10 7

View all 9 replies

Jokk3ad 3 months ago
+Matthew Davidson
I have never understood kipping pullups, what exactly is the goal there?

Reply 1 10 7

Jokk3ad 4 months ago
+Jokk3ad
The goal of kipping is to increase the amount of work done in a shorter period of time. And when I say work I mean the scientific definition of work. Many people don't realize that crossfit is literally boiled down to a science. Anyways kipping is used for a different goal than a "strict pull up." If the crossfit athletes were there to isolate there back and bicep muscles

Reply 1 10 7

Marcus Cripe 5 months ago
That is insane

Reply 10 7



RossFit
by CrossFit
167,234 views



Military Throwdown 2011 at CrossFit Oahu CFO
by ysbouthunder2
37,950 views



Lucas Parker's Road to the Games - Episode 3: Outside the Box
by WOODn
Recommended for you




Pro Fighter Vs CrossFit @Razorstorm
by RazorstormUK
322,767 views



Fronting vs S40
by Liam Sheld
220,452 views

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- 

airdaopolpitasp

1 year ago

Lol whatsapp with people saying crossfit is a money making trend? My gym is only a crossfit gym and lets us train as much as we want for 30 euros a month! Thats some very very cheap training-coaching 20x a month for me.

Replies


1 · 0 · 0
- View all 2 replies
- 

airdaopolpitasp

1 year ago


Forgot to say that we got all the equipment a boy could want, including the sledgellammer D:

Reply

0 · 0 · 0
- 


Thomasgipsy

2 years ago

@gunderhaven) Thanks for the answer not sure if serious but makes sense!
- 


H1dren1s

2 years ago

Do it holding a beer next time. Or a Powerade, and maybe get an endorsement.
- 


Gothicx

2 years ago

why has training only 1 hand?
- 


Andrew Phong

1 year ago

indeed you have, but a 1-rep one-handed chin up doesn't compare to Rob's 45-rep (total) one-handed kipping pull up plus 45-rep (total) one-handed 50lbs thrusters under 11:17.
- 


TeleprompterCzar

2 years ago

Legit. Most people take 12:00+ to do their first fran with both arms.
- 


Sam Micheli

1 year ago

5:23 "im cumming im squirting"
- 


alan ba

2 years ago

WHY
- 


Adam Colucci

1 year ago

5:23 listen
- 

William Wong

2 years ago

Why don't you try it?
- 

Charles Shipman

2 years ago

Why the attack on me? So only people who have won the WSM are world class athletes? So what. 15 people? Rob Orlando has competed 5 times in the Crossfit games. A world competition. He's one in a million. And I'm 31. Not a kid. Don't know what I did to make you so mad.

Show more

EXHIBIT 18



CrossFit - California Road Trip: Part 1

CrossFit®   537,485

128,536

+ Add to  

Uploaded on Nov 26, 2011
Join an all-star cast on a classic CrossFit road trip as Dave Castro, Swan Marquies and Rob Orlando embark on a tour of California. This trip, however, isn't for traditional sightseeing. The sights along this journey are barbells and top competitors as the group makes its way north one workout at a time.

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ALL COMMENTS (83)

Share your thoughts

Top comments

 Zach Marques  Is this open to the public or closed course?

Reply

 zach trench  Dave Castro is a fruit

Reply

 Lone Runner  Bald dude n from the original crossfit box

Reply

- 

CrossFit - Central East Regional Live Footage: Men's Events 2&3
By CrossFit®
215,168 views
- 

CrossFit - Central East Regional Live Footage: Men's Event 4
By CrossFit®
169,411 views
- 

CrossFit - CrossFit Games Behind the Scenes - 2011: Part 1
By CrossFit®
240,623 views
- 

Cigarettes, Roids and Switching Regions with Dan Bailey and Swan Marquies
By CrossFit®
180,293 views
- 

US Navy Seal Training, start to end. Can you do it?
By US Military Videos & Photos
2,594,175 views
- 

The Purpose of CrossFit Part-1
By George Street
79,522 views
- 

2014 Reebok CrossFit Invitational [Rich Froning, Khalipa, Bridges, Poucher]
By virevics
133,947 views
- 

Days in the Life of Rich Froning
By Jon Froda, Uppend
968,875 views
- 

Rob Orlando, Deadlift
By George Street
72,136 views
- 

CrossFit / Navy Seal Workouts
By Shawn Vachon/Born
- 

SEALFIT - EVO 1
By Rogue Fitness
97,873 views
- 

Crossfit Games 2012 - Men's obstacle course - Best of Crossfit
By Best Of Crossfit
131,128 views
- 

I Am CrossFit | Ryan Jones Films
By Ryan Jones
157,215 views
- 

Welcome to U.S. Navy Boot Camp
By US Military Videos & Photos
324,455 views
- 

Navy SEAL Obstacle Course
By SEAL Teams 410
24,205 views

 **DUHWINNINGBRO** · 5 months ago
I think Don Shipley should know about this gentlemen ...
[Reply](#) · 1 · 0

 **AFROTHINKER** · 5 months ago
Mr Castro, why don't you do it?
[Reply](#) · 0 · 0

 **zach french** · 5 months ago
My gram can run that O-course better, and she has emptyzema
[Reply](#) · 0 · 0

 **NelhsuR7** · 10 months ago
Dave Lipton is such a fucking douchebag. Somebody knock him the fuck out.
[Reply](#) · 1 · 0

 **Powerlifting Motivations via Google+** · 1 year ago
Awesome #crossfit California Trip
[Reply](#) · 1 · 0

 **Jason Luck** · 1 year ago
Cannie wins every time!
[Reply](#) · 1 · 0

 **supitzsamm** · 1 year ago
Greg Amundson would be the best workout buddy. So encouraging. Love that dude
[Reply](#) · 0 · 0

 **mercedes7heller** · 1 year ago
Holy shit, is that "The Car"?


 **Ryans9Moore** · 2 years ago · [in reply to Camori LUVes](#)
@dancfluvist agreed!

 **Kevin Orr** · 2 years ago
I like how to dog tries to bite him when he goes up the rope lol

 **datadiva** · 1 year ago
is a microphone in the top of the screen?

 **Nathaniel Fink** · 2 years ago
crossfit badasses can't do some easy obstacles and he cheated on the vaults. Since when has the cargo net ever been that tight?


 **unchlenzle101** · 2 years ago
part 2?

 **Rhythim Bandit** · 2 years ago
Josh everest used to be a athletic conditioner for basketball team at UC riverside. He used to put us through hell! Toughest month of my life was summer going into my freshman year 09 "hell month" Ill never forget how crazy that stuff was. The obstacle course used to make you feel like a recruit going through BCT


 **Maximalist11** · 2 years ago
For the rest an entertaining 30mins! Well worth watching

 **Jake Lang** · 1 year ago
love the dog


 **Richlady** · 2 years ago · [in reply to TheProgerist](#)
Dane Castro was a SEAL and SEALs are big supporters of CrossFit. It's the most popular way to train 'downrange' these days because you can get a real good ass-kicking which yields great results, and all in under 30 minutes! CrossFit appreciates his forward and backward, the SEAL is in action for their services. Rich, SEALs are a CFT competitor. Properly, [www.crossfit.com](#) like Rich.




CrossFit Workout: The Sport of Fitness
by Watchdog.com
419,145 views




CrossFit Managing Work and Rest
by George Street
15,344 views



2012 CrossFit Games - Pendleton 1 and 2
by CrossFit
248,543 views



CrossFit
by CrossFit
187,234 views



CrossFit - Structure and Purpose
by CrossFit
1,221,319 views

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Support and supports the efforts of individuals and organizations who have
CrossFit principles and mix them with SEAL principles to prepare civilians for BUDS

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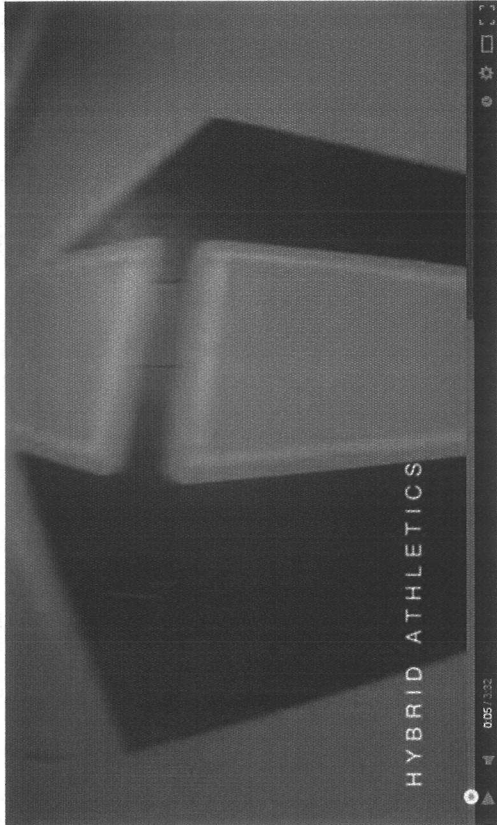
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https://www.youtube.com/watch?v=Chg_0567U Sun, Dec 21 2014 13:40:40 GMT-3500 Eastern Standard Time

HYBRID0000572

EXHIBIT 19



CrossFit - "Heavy Bench, Heavy Lunge Workout" with Rob Orlando

126,051

256 24

Uploaded on Dec 21, 2011
Standard YouTube License

ALL COMMENTS (127)

Share your thoughts

Top comments

Rampage Clover · 1 week ago
A 315lb lunge is pretty impressive but his form on the bench sucks

max · 3 months ago
have to do this!

Elite Force Nutrition · 11 months ago
did he bounce the weight off his stomach? That is some bad form. Please nobody go home and do that. He is a strong person but that form is not to be replicated. At that rate your better off lowering the weight and doing it "right". Not an expert in crossfit but in the bodybuilding "world" that would rly and introduces a potential injury.

View all 7 replies

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by CrossFit · 1,535,787 views
- Behind the Games: 2013 - Part 3**
by CrossFit · 172,195 views
- CrossFit Games History Reebok Spot by Roadside**
by CrossFit · 310,312 views
- Rob Orlando, Deadlift**
by George Street · 72,735 views
- The Strongest Man You've Never Heard Of: Cl Fletcher**
by Strongman Project · 7,371,810 views
- SEALFIT - EV08**
by Rogue Fitness · 96,581 views
- "How to get stronger" - Rob Orlando**
by Jentolo · 84,655 views
- Rob Orlando**
by Rogue Fitness · 87,708 views
- How To Increase Your Bench Press (quick tip)**
by strengthcamp · 1,137,812 views
- 955kg(2105lb) RAW total**
by Konstantinos · 1,262,755 views
- RossFit**
by CrossFit · 167,234 views
- CrossFit Miranda Thruster Muscle Up**
by George Street · 257,081 views
- "Lynne" with 225 and a vest**
by Rob Orlando · 22,313 views
- Pro Fighter Vs CrossFit @Razorstorm**
by RazorstormUN · 332,787 views



Valtteri Salonen 2 years ago

Yeah, sucked at it. Never again. I'm going back to cocaine.

Reply

0

0



Ellie Force Nutrition 2 months ago

You were always better on the powder Chevy ->

Reply

1

0



Lillybo5599100 11 months ago

Strong. Good effort esp walking lunges with that weight.

Reply

0

0



Frank DiMelo shared this 1 year ago

Reply

1

0



AncientVirus 1 year ago

is he doing a half powerlifting bench ?

Reply

0

0



raskolnikov1288 2 years ago

@DVCustomZ LOL!!! Arch back because is the better form to do bench press, and wears lifting shirts in some competitions, but you can see RAW competitions and never, never you'll see a "suicide grip", and I think people like Scot Meddison (715 lb RAW bench press) are stronger than you. Its a stupid do this type of grip because you wont have any gain for do 1.



jeroen uijen 1 year ago

is he doing lunges with low bar position?



000Shahulud665 1 year ago

in reply to emiron0116

What does that even mean??? Gypases?



handsumc19 2 years ago

in reply to sean o'fallon

@seanyglass and in this video he has his rear end up => like all powerlifter video and pressin with his leg why dont he has his rear flat and leg on the bench I bet u he cant even bench not even 315



DVCustomZ 2 years ago

in reply to raskolnikov1288

@raskolnikov1288 powerlifter also allows you to arch back and wear lifting shirts they are not the authority. Also it is dangerous to weak people you must fall into that category I do pullups that way and I do Heavy reverse bench same weight man up or go get on the treadmill and get some pink dumbbells.



ErdosZn 2 years ago

I don't respect many crossfitters, but the athletes who compete in the games, especially this dude, are beasts...



mlsfirt138 1 year ago

This guy is obviously very strong and experienced, but he's using the suicide (thumbless) grip. A lot of experienced people use this grip, but it's very dangerous. Do a youtube search for suicide grip. Lee Hayward has a good video about it.



sean o'fallon 2 years ago

in reply to handsumc16

@handsumc16 Arching the back is okay, as is driving with the legs, you are supposed to. Lifting your ass off the bench is not okay. You have to remember the bench press was never just a "chest movement" exercise to begin with. It is a total body exercise: chest, back, shoulders, tris, legs. If you want to focus more on building a nice chest, then go do dumbbells. Check out Dave Tate's videos on you tube.



TheAustinWinter 2 years ago

Well one reason why his back is arched is so it puts his shoulders in a good position to pull his elbows in when brings the bar down. Supported shoulders lead to healthy, injury-free ones in the long run!



akkerbacker 2 years ago

in reply to strengthblast

No rest.



MonsterAndrewable 1 year ago

crazy strong guy for his size



FullBring88 1 year ago

in reply to Slepierewskay

Everyone has different goals.



Rich Froning Jr. - 2011 & 2012 & 2013 & 2014 CrossFit Champion using MIR

by JARVet006
256,144 views



Team of Champions: The Story of the CrossFit Invitational

by CrossFit®
71,855 views



Miranda Oldroyd FranKing Kong 2011 Arnold Classic

by Rogue Fitness
130,711 views



Dmitry Klokov-Weightlifting superstar from Russia

by Milla Arch-Roko
420,873 views



Rob Orlando 3.2.1 WOD

by George Street
13,056 views

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EXHIBIT 20



CrossFit - 300 pound "Grace" by Rob Orlando

CrossFit® 557,485

+ Add to 172,632 84

Share Embed Email

<http://youtu.be/ZF72GL5eBd0>

Start at 0:02

Published on Mar 30, 2012
License Standard YouTube License

ALL COMMENTS (279)

Share your thoughts


Top comments

Pat Tabbutt 1 month ago
From an Olympic weightlifter's point of view this is just fucked. That form is crazy horrible on both the clean and push press.


Reply 3

Payton Rogers 1 month ago
good thing this isn't an olympic weightlifter


- Rob Orlando at the Vikingfest Strongman Competition
by CrossFit® 7:47
252,744 views
- CrossFit - A Day With Ben Smith
by CrossFit® 18:19
346,725 views
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by CrossFit® 12:04
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- SEALFIT - EVO8
by Rogue Fitness 6:46
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by CaliforniaStrength 4:01
46,811 views
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- RossFit
by CrossFit® 24:25
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- Fittest men on earth
by Gp.Seyfan 1:53
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- Motivational
by Don Mon 27
27 views
- Chris Spealler on Heavy Days
by George Street 8:18
63,439 views




Team of Champions: The Story of the CrossFit Invitational
by CrossFit®
71,855 views




CFJ Starrett Solving Knee Problems 1.mov - Manchester Personal Trainer
by Sam Murray
57,610 views



CrossFit - Kendrick Farris Does Isabel
by CrossFit®
157,354 views




Рекорд молодёжи! :)))AVI
by riazam
630,421 views



CrossFit Tour - Froning and Bailey: Big Sky Tour Debut
by CrossFit®
348,655 views

SHOW MORE

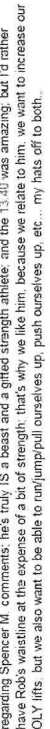


Reply

5

4 months ago


fan request: w315 in under an hour...



Reply

3

1 yr




Reply

3

2 months ago

I love crossfit and have been following it for so long, but this video is the definition of too much testosterone




Reply

1

6 months ago

An oldie but goodie for #TBT. 300lbs #Grace by Rob Orlando. #crossfit: <http://againt.as/1f9ZL3>




Reply

1

5 months ago

A screaming idiot on steroids and people are admiring this. No wonder the world is such a shitty place.




Reply

1

5 months ago

Good thing Spencer is a slob, compared to Rob!




Reply

1

1 year ago

Spencer Moorman from CalStrength did this in 13.40 lol




Reply

1

1 year ago

At least it wasn't this shitty.




Reply

1

1 year ago

just watched spencer moormans one.. he has good technique.. rob orlando has great strength but can't clean / jerk properly




Reply

1

1 year ago

at least rob orlando is strong. most of these xfilers wear the fanciest squatting shoes and have all this nice rogue apparel but can hardly squat 185 ATG and they're snatching 95 pounds like a bunch of pussies.




Reply

1

1 month ago (edited)

+clevelandtundra Which CrossFitters are you referring? Rich Froning just Overhead Squatted 385 in competition is that not strong? If you are talking about beginners why would they not buy Rogue gear? It's cheaper than most other sports apparel and will last a long time. Its cheaper than Nike apparel that "generic" gyms goers and runners wear. Everyone was a beginner at some stage.




Reply

1

1 year ago

My reaction to missed reps is about the same as his.. nothing worse.




Reply

4

1 year ago

I bet nobody who disliked or talked shit here can clean & jerk at all with good form especially even close to 300lbs. let alone 300lbs for 30 reps for time. Most people here probably can not even squat 300lbs.

View all 5 replies



Reply

1

1 year ago

Kendrick does, so if he did this exact same WOD he would have control. Doubtful. Why would he need to have to do a squat clean if he doesn't have to, that's a waste of energy and less efficient. Kendrick has explained that himself. Just like rob is doing here.

HYBRID000565

jagillabumner 1 year ago
+Brendan Josephi That's not what I said. He doesn't have to go into full squat depth, but seeing how he has trouble getting under the bar it might be useful. And the use of a push for the last part is also a waste of energy, why aren't you pointing that out?

Reply 18 0

Ryan Radkowski 1 year ago
what a D-Bag
Reply 46 0

Darryl Garber 1 year ago
worst technique I can't clean jerk 300 pounds but the clean jerks I do look like clean jerks lol
Reply 16 0

The Grid Box via Google+ 1 year ago
300 pound (136kg) "Grace" by Rob Orlando
"Grace": 30 reps Clean & Jerk

OMFG!!!

Reply 16 0

andrew Nesmith 1 year ago in reply to Daniel Balzano
I'd live to see your video of you cleaning 300lbs mr Keyboard warrior }

emilius1 1 year ago
he's cleaning like a high school kid

Daniel Balzano 1 year ago
And @ tavisking I've studied Sambo BJJ and Muay Thai for over 20 years, so yeah, I'm not really worried

hypoxizide 2 years ago in reply to Chew Bunka
Like Dimas' terrible form when he power jerked his world record c&l. Whatever gets the weight from point a to point b.

mollers32 2 years ago in reply to Drew Hudson
At least come up with a good insult if you're going to be a child. Besides, he looks the more likely to cry. Olympic lifting is a sport, and one of tradition. No place for mealheads. Maybe if he didn't waste so much energy screaming and spent a little bit of time working on his form he'd lift a little for lot more. I don't begrudge him though. He'll need all the sympathy he can get after he's niddled with injuries from his crossfit form olympic lifting

CrossfitAmr25 1 year ago in reply to Mike Dowling
can't say it any better.

Daniel Balzano 1 year ago
Umm, let's not and say I did. I'd rather do less weight with strict form. I'd like to keep my spine intact for when I'm 60. thank you

Show more



Language English Country Worldwide Safety Off History Help

About Press & Blogs Copyright Creators & Partners Advertising Developers +YouTube
Terms Privacy Policy & Safety Send feedback Try something new!

https://www.youtube.com/watch?v=2772SL4840 Sun Dec 28 2014 13:23:34 GMT-0500 (Eastern Standard Time)

HYBRID0000566

EXHIBIT 21

From: Matt Paulson <mpaulson@hylete.com>
Sent: Monday, April 23, 2012 12:03 PM
To: Robert Orlando <conanrules1@gmail.com>
Subject: Mock-ups
Attach: Hybrid Athletics 03- Womens.jpg; Hybrid Athletics- 02.jpg; HybridAthletics-01.jpg;
HYLETE Ambassador Compensation Program- Rob Orlando 4.18.2012.xlsx; HYLETE
Brand Presentation 2012 04 18-2.pptx

Hey Rob,

Here are some mockups and files for you. This is just a start and she will be working on more this week. Do you have time to speak today? I want to go over the other two attachments that covers the brand direction and also the revenue-sharing program I was talking about.

Let me know when have 15 minutes or so.

Thanks, Matt

HYLETE

Hybrid Athletics Women's Black T-Shirt

1" wide logo
1" from shoulder



Front

Back Logo:
- 9" Wide Centered Back
- Placed 4" from neckline

Front Logo:
- 4" Wide
- Placed 1" from shoulder seam

*Not to Scale

430 C

1294 C

Back

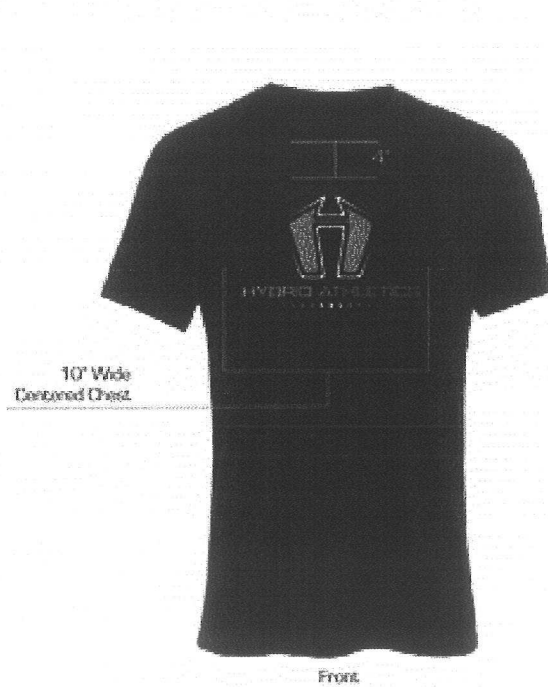
9" Wide
Centered Back





HYLETE

Hybrid Athletics Black T-Shirt



10" Wide
Centered Chest





3" wide logo
1.75" from the Top of the neck line

Front Logo:
- 12" Centered Chest
- Placed 1.5" from top of neck line

Back Logo:
- 3" Wide
- Placed 1.75" from top of neck line

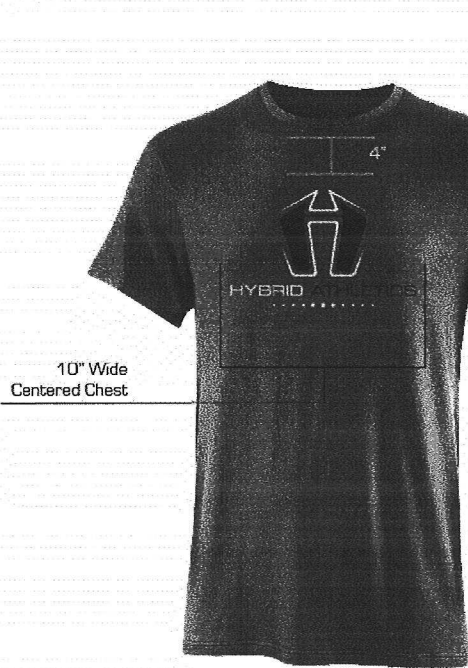
* Not to Scale

430 C 
123 C 





Hybrid Athletics Gunmetal T-Shirt



Front



Back

Front Logo:
- 12" Centered Chest
- Placed 1.5" from top of neck line

Back Logo:
- 3" Wide
- Placed 1.75" from top of neck line

* Not to Scale

Black

123 C



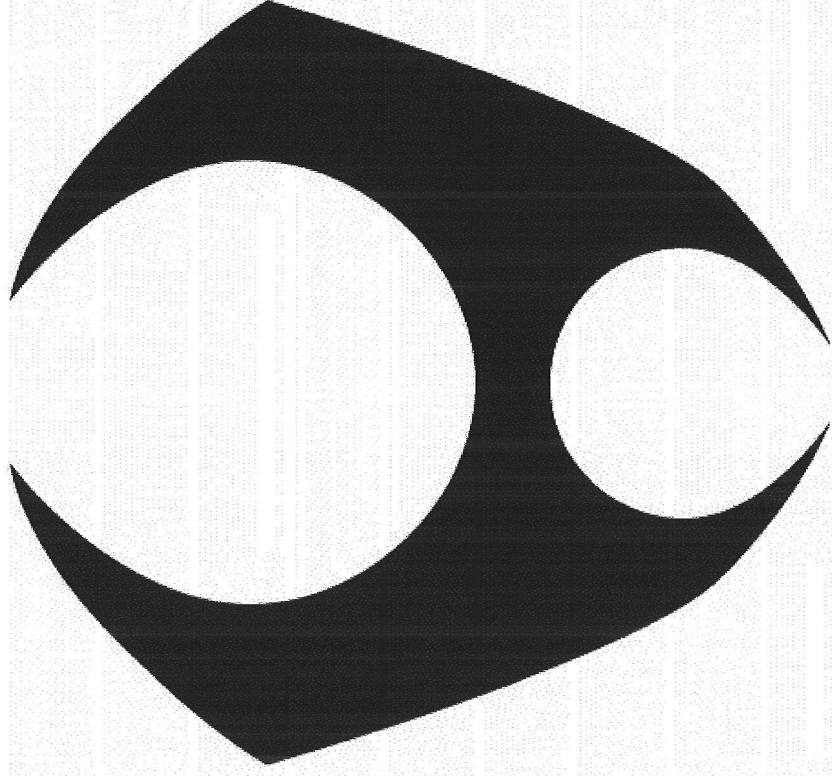
	A
1	HYLETE Ambassador Elite Commission Program
2	Ambassador
3	
4	Program Specifics:
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10	Assumption Inputs:
11	
12	
13	
14	
15	
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18	Commission Payments:
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	B	C	D	E	F	G
1						
2	Rob Orlando					
3						
4	HYLETE Ambassador Trainers receive commissions on Direct Referred Athlete Net Purchases, Direct Referred					
5	Commissions on Direct Referred Athlete Accounts (Retail Pricing):					
6	Commissions on Direct Referred Ambassadors Net Purchases (50% off Retail):	20%				
7	Commissions on Indirect Referred Athlete Net Purchases (Retail Pricing)	5%				
8						
9						
10						
11	Projected Direct Referred Athletes	Per Year	Per Month	Per Day		
12	Projected Direct Referred Ambassadors	72	6.0	0.2		
13	Projected Indirect Referred Athletes per Direct Referred Ambassador	60	5.0	0.2		
14	Estimated Yearly Net Purchases of each Ambassador Trainer	48	4.0	0.1		
15	Estimated Yearly Net Purchases of each Athlete	300 \$	25.00 \$	0.83 \$		
16		100 \$	8.33 \$	0.28 \$		
17						
18	Ambassador Commissions (Projected)					
19	<i>*Calculated on input assumptions above (yellow)</i>					
20		2012	2013	2014	2015	2016
21	Commissions on Direct Referred Athlete Accounts (Retail Pricing):	720	2,160	3,600	5,040	6,480
22	Commissions on Direct Referred Ambassadors Net Purchases (50% off Retail):	450	1,350	2,250	3,150	4,050
23	Commissions on Indirect Referred Athlete Net Purchases (Retail Pricing)	7,200	21,600	36,000	50,400	64,800
24	Total Commissions per Year (\$)	8,370	25,110	41,850	58,590	75,330
25	Monthly Commissions (\$)	698	2,093	3,488	4,883	6,278
26	1. Chart is calculated on input assumption cells above (yellow)					
27	2. Chart assumes that the Referred Athletes and Ambassadors Remain HYLETE Customers from their initial first purchase year through 2017					
28	3. 2012 is calculated as only 6 months or one-half year					
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19	2017	
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22	4,950	
23	79,200	
24	92,070	
25	7,673	
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HYLETE

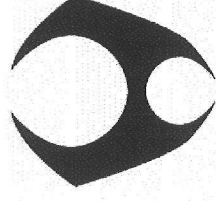


HYLETE

brand statement

Founded upon three intertwined principles:
train to push yourself both physically and mentally;
compete so as to improve yourself, as well as those around you;
and ***live*** to be healthy in mind, body, and soul.

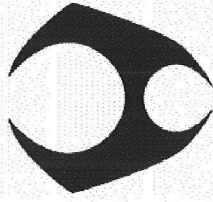
train. compete. live



HYLETE

vision

Create innovative, performance cross-training apparel that captures the spirit of a new breed of hybrid athlete.



HYLETE

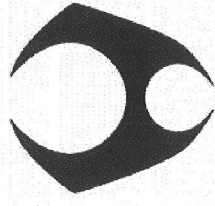
marketing mix

positioning: what is the market opportunity and who is the core consumer persona that we desire to resonate with?

products: what are the product offerings that will engage our core consumers?

placement: how can we most effectively reach and sell to our core consumers?

promotion: how will we most effectively communicate the value of our products to grow the brand?

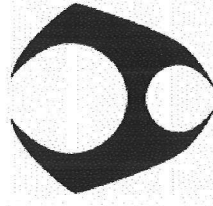


HYLETE

marketing opportunity

Cross-training is an overarching training category that is comprised of CrossFit, Boot Camps, Jiu-Jitsu, Muay Thai, TRX, P90x, Yoga, etc. and is the blend of physical and mental challenges that improve the endurance, flexibility, strength, performance, and mind-set of today's athletes.

The total number of persons in the United States who trains in one or more of the above categories on a frequent basis is over 50,000,000; or about 15% of the total US population.



HYLETE

consumer persona

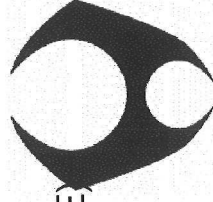


“HYBRID” HALEY:

- > HALEY truly enjoys the mental challenge as much as the physical challenge of his/her training
- > HALEY loves the camaraderie of training
- > HALEY will adopt a new brand, if he/she learns of it in an organic, personal manner *and* if it authentically connects to his/her life

cognitive age: 25 to 39

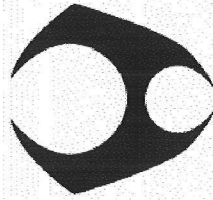
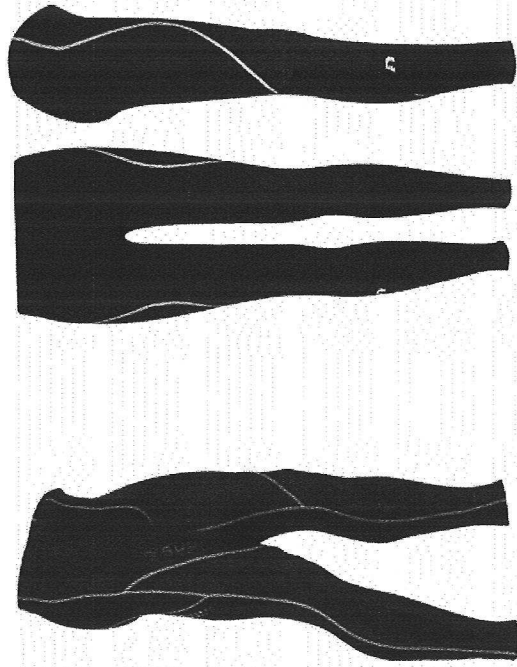
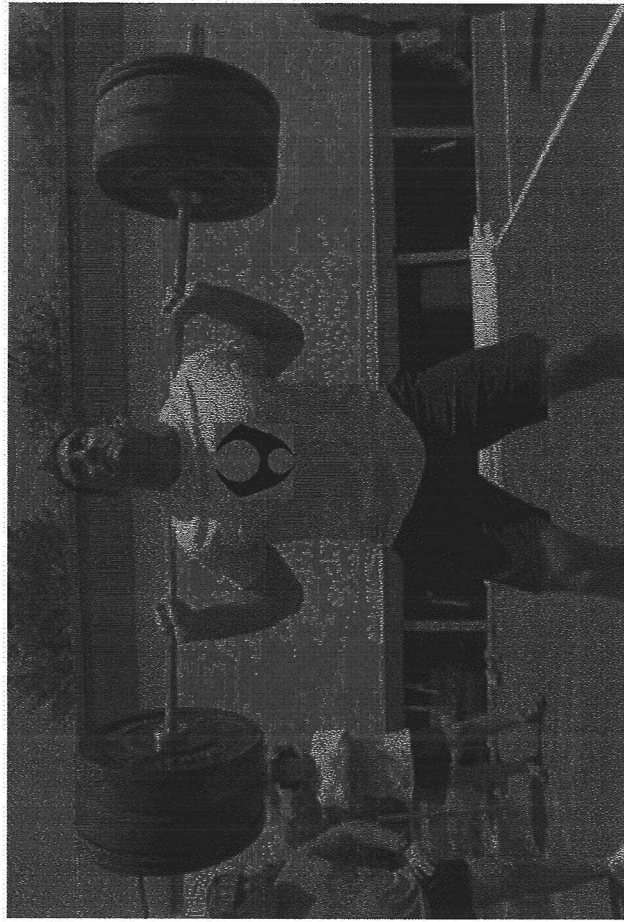
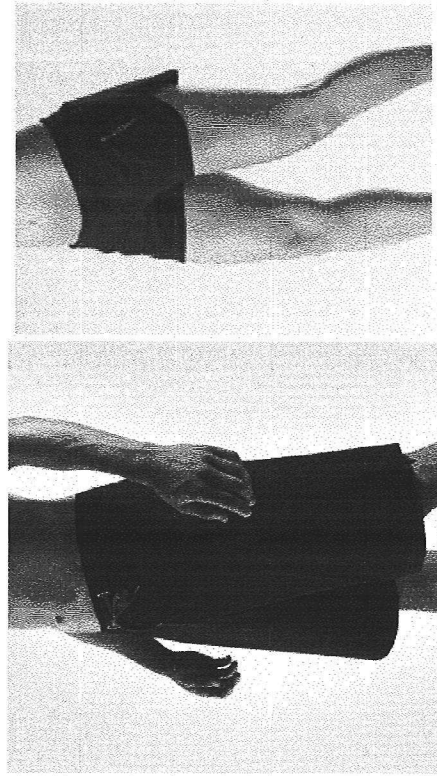
(*SELF PERCEIVED AGE VERSUS ACTUAL AGE)



HYLETE

products

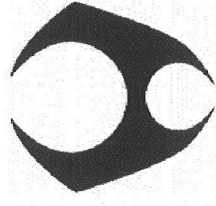
shorts. compression. tees.



HYLETE placement

HYLETE will leverage a direct to consumer platform (website e-commerce for sales & facebook for marketing) that will target two key sectors:

1. Trainers (CrossFit, Martial Arts, Fitness)
2. Service Personnel (Military, Police/Detectives, EMT/Paramedics, and Firefighters)

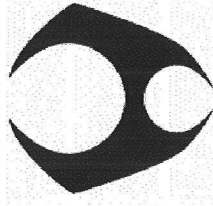


HYLETE

promotion - trainers

HYLETE will leverage its Founders' proven method of attracting and engaging Trainers to become not only consumers of HYLETE products, but also become HYLETE Ambassadors in their spheres of influence, namely the Trainers' clientele.

HYLETE already has approximately 500 Trainers that it will leverage as of its web/product launch on May 29th, 2012. HYLETE will grow the number of Trainers to 2,500 by the end of 2013 and to 12,500 by 2017.



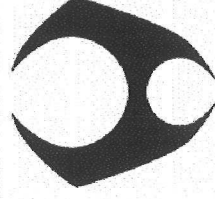
HYLETE

promotion - trainers

There are 250,000 Trainers in the United States with each Trainer having on average 27 Clients for a total Client population of 6,500,000.

HYLETE estimates that each Trainer will spend \$200 per year on HYLETE apparel. Additionally, HYLETE projects that each Trainer will influence an average of 7 of his/her clients to spend \$100 per year on HYLETE apparel.

This Trainer sector is anticipated to yield \$2,250,000 of Revenues for 2013 and grow to \$14,375,000 of Revenues by 2017.

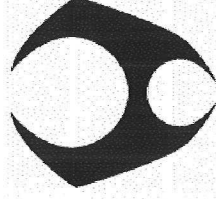


HYLETE

promotion - trainers

Question: How do we attract and engage so many Trainers, so quickly?

Answer: The same formula that we have developed and successfully executed this past year in another company. **Each Trainer receives 50% off of Retail for all of their purchases of HYLETE (the industry average is 15% off Retail Price) Of course, HYLETE products must be exceptional for Training, and the brand must resonate with the Trainer's lifestyle.**

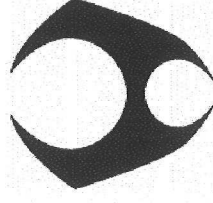


HYLETE

promotion – service personnel

HYLETE will attract and engage Service Personnel to become not only consumers of HYTE products, but also become HYTE Ambassadors in their spheres of influence, namely their peers/friends.

HYLETE anticipates having 6,400 Service Personnel Ambassadors by the end of 2013 and growing this number to over 50,000 by the end of 2017.



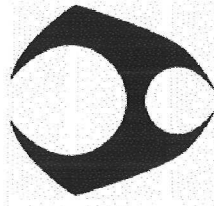
HYLETE

promotion – service personnel

There are 1,211,575 Active Military; 794,300 Police/Detectives; 226,500 EMT/Paramedics; and 310,400 Firefighters in the United States.

HYLETE estimates that each Service Personnel Ambassador will spend \$100 per year on HYLETE apparel. Additionally, HYLETE projects that each Trainer will influence an average of 4 peers/friends to spend \$40 per year.

This Service Personnel sector is anticipated to yield \$1,652,804 of Revenues for 2013 and grow to \$13,222,430 of Revenues by 2017.



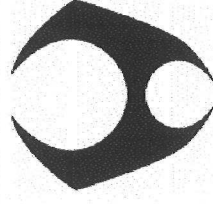
HYLETE

promotion – service personnel

Question: How do we attract and engage so many Service Personnel, so quickly?

Answer: Each Service Personnel Ambassador receives 50% off of Retail for all of their purchases of HYLETE for their Entire Household. Of course, HYLETE products must be exceptional, and the brand must resonate with the Service Personnel's lifestyle.

The Service Personnel Sector is the ideal secondary target for HYLETE due to CrossFit's close correlation and ties with military training and the physical training needs of this sector in general.



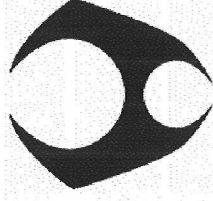
HYLETE

promotion – ambassador

Question: How do we effectively integrate our HYLETE Ambassadors to become fully engaged in our brand?

Answer: Listen to our Ambassadors needs, create exceptional apparel for them and their spheres of influence, and compensate them for being a significant part of the ultimate success of HYLETE.

Because of HYLETE's direct to consumer model, we have the ability to share the revenues of the company with our most valuable marketing partners, our HYLETE Ambassadors.



HYLETE

promotion – ambassador

Ambassador Referral Program Specifics:

1. Receive referral commissions of 20% of Direct Referred End Consumer Net Purchases (Retail Pricing)
2. Receive referral commissions of 5% of Direct Referred Ambassador/Trainer/Service Personnel Net Purchases (50% off Retail Accounts)
3. Receive 5% of Indirect Referred End Consumer Net Purchases (Retail Pricing)

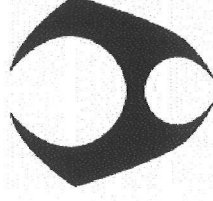


EXHIBIT 22

----- Forwarded message -----

From: **Matt Paulson** <mpaulson@hylete.com>

Date: Fri, Apr 27, 2012 at 10:30 AM

Subject: More Mock-Ups

To: Robert Orlando <conanrules1@gmail.com>

Hey Rob,

Hope you're doing well! I attached some more mock-ups for you. Please review and let me know what you think. If you are concerned about the font, we can remove the font and just put the icon similar to the women's tank attached.

I also sent a sample of the tri-blend performance fabric we will be offering for the majority of our shirts. We can also do some cotton-poly performance blends and cotton if desired.

Give me a call when you are free so we can catch up.

Thanks, Matt

Matt Paulson | Chief Integration Officer | **858-225-7185** | ex 102

HYLETE 
train. compete. live.





HYLETE

Hybrid Athletics Black Tank

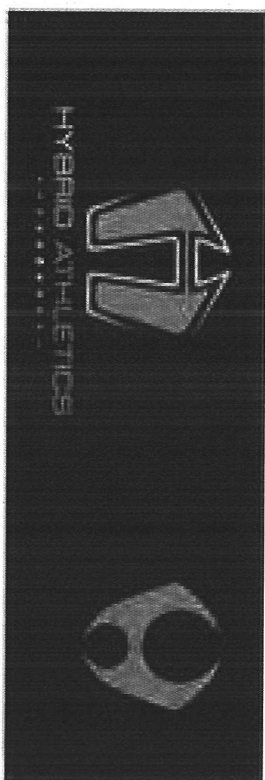


Front



Back

430 C
123 C





HYLETE

Hybrid Athletics Black Tank



Front



Back

430 C
189 C

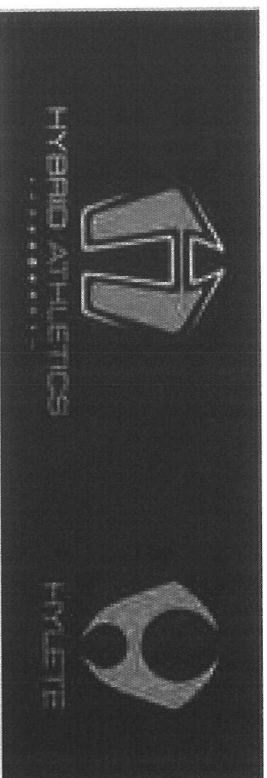
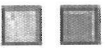


EXHIBIT 23

Messages

Matt Paulson

Edit

Apr 9, 2012, 11:13 AM

Great talking with you.
Excited to be a part of
something new. What's
the name of your brand?

Great speaking with yoo
too and glad to have you
on board! Later this week,
i'll give you the name,
logo, and walk you
through a brief
presentation. On

ce u get back and settled,
let me know and i'll send it
to you.

Roger. Talk to you later



Text Message

Send

Messages

Matt Paulson

Edit

Hey Matt--I spent some time looking at the Hylete logo and I must say that it looks eerily similar to the Hybrid Athletics image. The font on the text is identical. Also, Hybrid Athletics is the long version of your brand name. This is odd, no?

Apr 24, 2012, 1:48 AM

Hey Rob.. just now seeing this.. Hylete is a condensed 'Hybrid Athlete' that we have been saying at JACO for a long time. However, I can see your concern



Text Message

Send

Messages

Matt Paulson

Edit

saying at JACO for a long time. However, I can see your concer

n.. the font we used is Eurostile. Is that your font also? Let's discuss tomorrow. I assure you we are not trying to copy anything from you.

May 1, 2012, 12:36 PM

Hey Rob, how are you? You get my sample material? I know your busy getting ready for Australia but i'd like to touch base before you leave. Do you hav



Text Message

Send

Messages

Matt Paulson

Edit

material? I know your busy getting ready for Australia but i'd like to touch base before you leave. Do you hav

e time? Thx. Matt

May 15, 2012, 8:42 PM

Hey Rob- how are you?
Hope your Aus trip went well. U settled yet? Are you free to chat this week? Go to shop.hylete.com to see how the new site is

shaping up.

Oct 29, 2012, 7:33 PM

Hey Rob- how are you?



Text Message

Send

EXHIBIT 24

facebook

Sign Up

Email or Phone

*

Password

*

Log In

Forgot your password?

☐ Keep me logged in



Jesse Clay · Rob Orlando

March 10, 2013 at 9:53am near Lenexa, KS · 🌐

You should investigate HYLETE...unless they r a branch of Hybrid they chicken hawked your logo...heads up.

Like · Comment



Rob Orlando I am well aware of those guys. Best way to fight this kind of thing is to boycott their product. Spread the word thru your network. Thanks for watchdogging.

March 11, 2013 at 9:30am · 🌐 1

Facebook © 2014

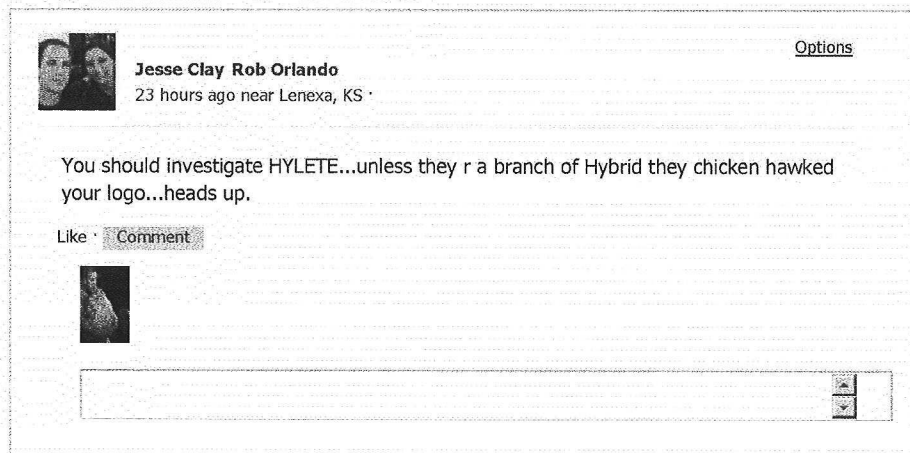
English (US) · Privacy · Terms · Cookies · More

EXHIBIT 25

From: Robert Orlando <conanrules1@gmail.com>
Sent: Tuesday, May 28, 2013 4:23 PM
To: Steve Weiss <steve@crossfit.com>
Subject: Hylete responds to my accusation

Matt--

Thought you might like to see this. His email is one of a hundred I've gotten...and literally thousands of people have asked if you guys are an off shoot of Hybrid Athletics.



Matt Paulson <mpaulson@hylete.com>

Mar 11

-- Rob O

to me

Images are not displayed. Display images below - Always display images from mpaulson@hylete.com

Hey Rob,

Hope you're doing well!

With any new logo, people associate that logo with something they have already seen or are familiar with until that new logo takes a life of its own. Our logo is no different. I won't lie, in the beginning we had a few people say it looks like your logo. We also had people tell us it looks like our old JACO logo. If you look at our FB page, you'll see many people comment that it reminds them of Under Armour. In fact, the Under Armour comment has been received the most because that is the brand more people are familiar with. The list could continue with the number of logos that we are compared to- Honda, Hurley, Hyperlite, Spyder, etc. If you put all these logos in a line, you could pick out similarities and dissimilarities; however, they are all individually distinctive.

If you haven't already, put our two 'H's next to each other- Is there a common H element? Sure. Other than that, it's completely different. Ours is round, yours square. The peaks and valleys totally different, etc.

Again, I'm sorry you feel like we 'knocked off' your logo. It couldn't be further from the truth. I'm sure at this point a relationship between HYLETE and HA is off the table. However, I hope we can remain friends.

In regards to an email I sent late last year, the offer is still out there. A European magazine would like to do an article/interview with you. Let me know if you want me to connect you.

Best Regards,

Matt

www.hybridathletics.net
www.strongmanwod.com
www.hybridscoreboard.com

EXHIBIT 26

From: [Robert Orlando](#)
To: [Kosma, Michael J.](#)
Subject: Fwd: Hylete
Date: Tuesday, October 22, 2013 7:21:43 PM

----- Forwarded message -----

From: **Yusuke** <yusukeaonuma@yahoo.com>
Date: Sun, Jul 28, 2013 at 1:14 PM
Subject: Hylete
To: Robert Orlando <conanrules1@gmail.com>
Cc: Dale Saran <dale@crossfit.com>, Tony Schmidt <tschmidt@pacificrisksolutions.com>

Hi Rob,

Hope everything is going well!!

At the games, I see a lot of people wearing Hylete clothing and postings on Facebook. Does it have anything to do with Hybrid Athletics?

The logo looks a lot like Hybrid and the name is very similar so was just wondering.

Lift heavy!!

Aloha,

Yusuke

--

Rob O

www.hybridathletics.net
www.strongmanwod.com
www.hybridscoreboard.com

EXHIBIT 27

From: Miki Carey <mikicarey1@gmail.com>
Sent: Wednesday, October 16, 2013 6:07 PM
To: conanrules1@gmail.com
Subject: hylete discussion

Hi Rob,
Your conversation was actually helpful in knowing the difference between logos/brands. It was very confusing at first, I completely thought they were one in the same.
Thank you again for coming to Gardens CrossFit, everyone loved it!
You are always welcome back and we'd love to be on the list for future tours and/or workshops.

Thanks again,

--
Miki Carey
Exercise Dirty, Eat Clean!
Gardens CrossFit
www.gardenscrossfit.com
4098 PGA Blvd
Palm Beach Gardens
561-630-3118 w
810-730-6844 c

EXHIBIT 28



Rob Orlando
Liked · December 5, 2013

Ready for immediate shipment--we just got men's long sleeve thermals in stock. Sizes M, L, XL, and XXL. <http://hybridathletics.net/shop/mens-grey-thermal/>

Like · Comment · Share

100 people like this.

1 share

Drake Rodriguez How do feel about hylete athletics, basically copying your logo and name?
December 5, 2013 at 10:42am · Like

Richard Jefferies Dam it, just after I ordered!!!!
December 5, 2013 at 10:47am · Like

Tony Rosetti No 2XL available?
December 5, 2013 at 11:11am · Like

Rob Orlando Tony Rosetti We have lots of XXL. Are they showing zero in the store? Email me at rob@hybridathletics.net and I'll take care of it asap.
December 5, 2013 at 12:36pm · Like · 1

Alex Mutchler Where can we track our orders?
December 5, 2013 at 12:55pm · Like

Joe Talerico Dig it!
December 5, 2013 at 1:18pm · Like

Pierre Semaan How much is shipping to Canada?
December 5, 2013 at 1:51pm · Like

Allan Valdes Rob I still haven't got the shirt from the strongman competition at caution. They told me it would get mailed since there wasn't any XL that day

Write a comment...

EXHIBIT 29

From: SynCFH <syn@crossfitharlem.com>
Sent: Tuesday, December 24, 2013 7:46 PM
To: Conanrules1@gmail.com
Subject: Hylete...

Rob something has to be done with Hylete! It's a blatant rip off of the Hybrid Athletics brand!

Not sure what can be done but the "H" and the term Hybrid Athlete is something you have created in the CrossFit Community.

I'm not sure what can be done but the fact that they are flooding the Community with their Brand over yours is disrespectful in my opinion.

I'm sure they didn't contact you or discuss anything with you which makes the situation even worse.

The CrossFit Community has been in my corner and alert me everytime anyone tries to copy any image of mine or catch phrases.

I'm here to support you in this situation because I know what you've done for the CrossFit Community and for me personally.

This has to be addressed!

Let me know how I can help!

Syn Martinez
Owner
CrossFit Harlem
212-365-0404

EXHIBIT 30

Close



Rob Orlando

Recent Posts by Others



CrossFit 3350



Hey Rob Orlando, Course spot booked for Sydney 16/02 flights booked, wasn't going to miss out a third year in a row lol, and love the Go Heavy shirt! although my wife didn't feel it was so appropriate when I visited her at her work wearing it ;D -James

Like · Comment · 17 hours ago



Rob Orlando likes this.



Rob Orlando Pretty funny the looks you get in that shirt. We considered having a contest to see the most inappropriate place to wear it but we dropped the idea after some of the suggestions---funeral and weight watchers meeting were two that stand out.

16 hours ago · Like · 1



CrossFit 3350 Yeah I could see that going bad pretty quick haha, some people's faces where so great, that look of confusion like they weren't sure exactly what they were reading, the old "did that just happen?..." expression

16 hours ago · Like



Write a comment...



Eric W. Lester

Is "Hylete" associated with Hybrid Athletics? Their name and logo is more than a little similar but I can't find anything on their site to indicate it.

Like · Comment · January 21 at 5:21pm



Rob Orlando Eric---absolutely not. They have nothing to do with Hybrid Athletics.

23 hours ago · Like



Eric W. Lester Thanks, Rob.

23 hours ago · Like



Write a comment...



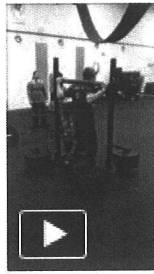
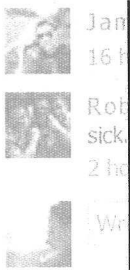
Jack Martin

710 lb yoke carry x 50 feet (pr)

<https://www.youtube.com/embed/dwtrNaP2lBg>

710 lb yoke carry Jack Martin - crossfit Lando
www.youtube.com

50 feet 18 years old 175 bw StrongmanWod



Like · Comment · Share · January 18 at 3:12pm

9 people like this.



Molly Cunningham Must have been the shirt

January 18 at 6:02pm · Like · 1



Write a comment...



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Josh Bohnen

Hey rob, just wondering if you will be doing any seminars on the west coast in Canada anytime soon? Thanks!

Like · Comment · January 13 at 11:08am

Rob Orlando likes this.



Rob Orlando Josh---I'd love to get up in the northwest corner. We need a host. You have any ideas?

January 14 at 7:26pm · Like



Josh Bohnen I will check and get back....really not to sure but I am very motivated and really want to get some of that knowledge

January 14 at 7:46pm · Like



Write a comment...



Payse Puckett

Did a version of Team Linda today, Deads with the axel bar regular grip, used the log for pwr cleans and benched with a normal bar. It was rough...

Like · Comment · January 9 at 11:40pm near Atlanta, GA



Carolina Del Villar

Hey Rob!! I send you a beast kind of WOD created by Sebastian Stange head coach of Alianza CrossFit in Chile! Hope you can try it out and send feedback!! ENOJOYY!

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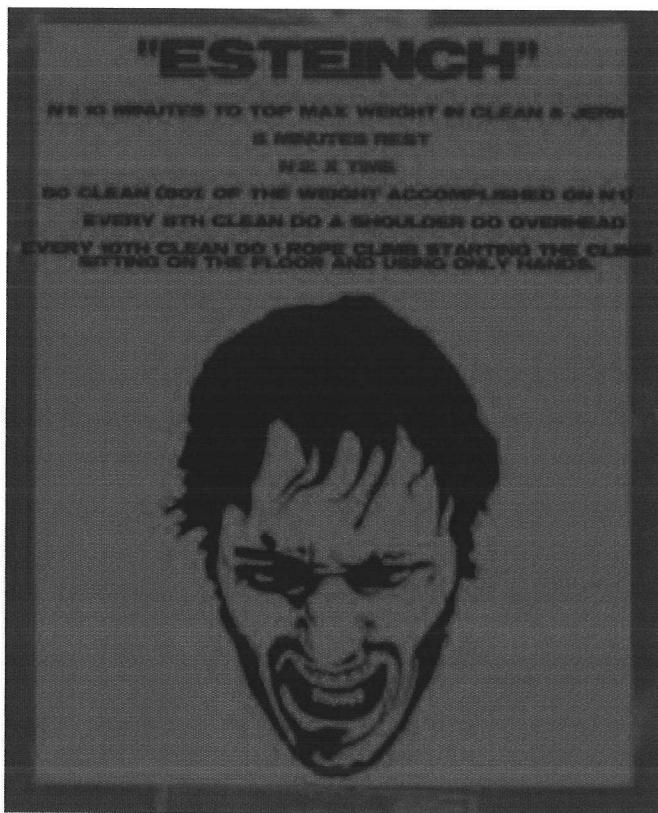
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Like · Comment · Share · December 29, 2013 at 6:29pm

👍 8 people like this.

💬 View 2 more comments

👤 Francisca Salinas 👍
December 30, 2013 at 9:50am · Like

👤 Andres Navia 😬
December 30, 2013 at 1:16pm · Like

👤 Write a comment... 📷

More Posts ▼

Write a comment...

See More Recent Stories

EXHIBIT 31

From: Zach Even - Esh <undergroundstrengthcoach@gmail.com>
Sent: Wednesday, February 26, 2014 11:27 AM
To: Rob Orlando <conanrules1@gmail.com>
Subject: From Zach

Rob

Hey, Bro

Hope you're GREAT my man!

I chatted with a Hylete rep in Miami and thought they were your apparel line

I know I saw you were working with them before my man but just checking in to see if this is legit.

Don't hesitate to reach out, my man!!

See you soon!

--Z--

--

<http://ZachEven-Esh.com>

<http://UndergroundStrengthGym.com>

Connect w/me:

<http://ZachsFanPage.com>

<http://TwitterZach.com>

EXHIBIT 32

From: Robert Orlando
To: Kosma, Michael J.
Subject: Fwd: copy of Hybrid aghletics...
Date: Sunday, December 28, 2014 11:07:30 AM

----- Forwarded message -----

From: **Daniel** <daniel@reebokcrossfitnuernberg.com>
Date: Thu, Nov 6, 2014 at 12:56 AM
Subject: copy of Hybrid aghletics...
To: Robert Orlando <conanrules1@gmail.com>
Cc: Drake <drake@crossfitreeboknuernberg.com>

Hi Rob,

did you know that a copy of your brand means that you succeed...

Here it is:

<http://www.hylete.com>

Daniel Vörös
Owner Reebok Crossfit Nürnberg
www.reebokcrossfitnuernberg.com
Tel.: +49-151-558-397-43
daniel@reebokcrossfitnuernberg.com